



A STUDY ON MARKETING OF TURMERIC IN BELAGAVI DISTRICT

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ABSTRACT

Turmeric is one of the important commercial crop in Belagavi district. Belagavi is called Sugar District major area under the cultivation of Sugar cane. Whereas turmeric is second commercial crop of Belagavi District. This Study is relating academic year 2022-23 with a sample size of 50 respondents' primary and secondary data's are used in this study. In Belgaum district Raibag, Chikkodi, Gokak and Athani taluka farmers are growing turmeric as commercial crop for financial soundness of the farmers. Turmeric crop is 8 months irrigated crop plantation is made during the month of May and June every year and harvesting is made in the month of February and march. The process of harvesting will takes approximates one month time for boiling and drying and grading and packing. And next start the process marketing there are only two main modes of marketing one is sales through local traders the price of turmeric is fixed by agreement between traders and grower. And grower weight till he gets desired price from local traders. Farmer stores there turmeric in their own sheds and he sales through local traders and through regulated markets. In this study sales through local traders is less expensive and get the desired price and it is more profitable to the growers, and local traders supply the turmeric factories directly unpolished turmeric for curcumin production to Hyderabad and Cochin and only local traders keeps lower margin of profit that is rupees two hundred per quintal. This research article gives information about Problems and profitability, modes of marketing of turmeric.

KEYWORDS: Polished Turmeric, Unpolished Turmeric, Regulated Market, Traders.

INTRODUCTION

Turmeric is a tropical perennial plant native to India & Indonesia & it is also Known as golden spice of life: Turmeric is used as medicine for so may deceases in throughout the world India is producing quantitative Turmeric. India is largest producer, consumer & exporter of turmeric in the world India producing 80% of world production & exporting 60 of world exports.

Belgaum district is fully irrigated with 7 rivers & two dams, turmeric is under irrigation system in Belgaum district large number of turmeric growers are growing & marketing the turmeric. The period of turmeric crop is 7 to 8 months. This crop requires more labours till the marketing of turmeric.

STATEMENT OF PROBLEM

Farmers of Belgaum district grow the turmeric by investing huge money and by taking risk of crop deceases & fluctuations of price in the market grading problem, labour problem, delay in payment of price or Non Payment of Price.

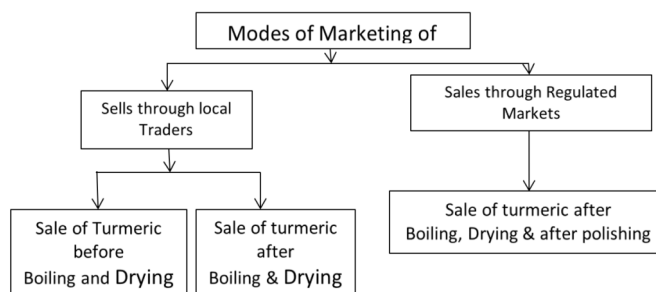
OBJECTIVES OF THE STUDY

1. To Study the modes of marketing of turmeric
2. To Study the problems faced by growers in marketing
3. To study which is profitable to growers

SAMPLING DESIGN & METHODS

The researcher has proposed to collect required information through questionnaires from 50 selected growers, Primary & secondary data is used in this research article.

RESULT & DISCUSSION



In Belgaum District Gokak, Yaragatti, Raibag, Chikkodi, Athani taluka farmers are growing turmeric crop plantation of turmeric is made in the months of may & June, and harvesting of the turmeric is made after 8 months of plantation harvesting is made through tractor machine or through labours classifying turmeric fingers, old turmeric seeds& new turmeric seeds which are used for replantation & turmeric fingers are directly 2% of farmers selling to local traders. Rs. 10,000/- to 15,000 per ton without boiling & drying remaining 98% of farmers turmeric fingers are boiled through the cocker machines & drying for 15 to 20 days sun heat after drying some farmer grading is made on the basis of big, medium and small size accordingly they are stored in gunny bags the farmers who are interested to sell them in Regulated market dried turmeric polish is to be made there is 5% wastages is there, then only they send to regulated market for sale.

Sl. No.	Questions	Respon dents	Answer A	Percentage	Answer B	Percentage
1	Mode of Sale	50	Traders - 30	60%	Regulated Markets - 20	40%
2	Which mode is more profitable	50	40	80%	10	20%

3	Quick Payment of money	50	48	96%	02	04%
4	Sales Expenses	50	Less - 45	90%	More- 05	10%
5	Where you get desired price	50	46	92%	04	08%
6	Sale of turmeric	50	40 Without Polish	80%	10 With polished Small Machines	20%
7	Mode of weighting	50	Weight bridge 50	100%	50	100%

Source: Primary Data

Table: 1

1. Out of 50 Respondents 30 growers are selling their turmeric to local traders and 20 respondents growers selling their turmeric through regulated markets which is at Sangli (Maharashtra). It indicates that 60% of growers selling to local traders and 40% of growers selling through regulated markets.
2. Among 50 Respondents 40 growers are says that sales to the local traders is profitable and 10 growers are says sale through regulated market is profitable.
3. Among 50 respondents 48 growers are says that quick payment in case of sales through local traders and 2 growers are says that sale through regulated market is quick payment in the form of advance.
4. Sales expenses are less in case of sales through local traders it is admitted by 45 grower respondents. And only 5 Respondents says sales expenses are less in case of sales through regulated markets.
5. For the question where you get desired price for turmeric out 50 respondents 46 respondents answered they will get desired price sales through local traders and only 4 respondents says they get desired price sales through regulated markets.
6. Sale of turmeric is made with polish and without polish, in case of sale through local traders only unpolished turmeric sale agreed by 40 respondents out of 50 respondents. It indicates 80% turmeric sale is without polish and 20% of turmeric is sold through regulated market with polish.
7. In case of sales through local traders turmeric weight is made through Weigh Bridge where entire turmeric weighted at once and every gram is counted. And in regulated markets are turmeric weight is measured by small electronic machine in which up to certain grams are not taken into account.

SUGGESTIONS

1. Issue of license to local traders by competent authority is needed.
2. Market information about price is to be provided to growers.
3. Turmeric growers association is to be formed.
4. Government subsidy is to be provided to turmeric growers.

CONCLUSION

This study reveals the modes marketing of turmeric in Belgaum district is to be used and which mode is more profitable to turmeric growers and process of turmeric plantation and processing process of turmeric before marketing. And turmeric crop is labor intensive and equipment are necessary for marketing of turmeric. Turmeric crop is 8 months crop and during summer season no water is required, therefore those farmers have scarcity of waters during summer season they are growing turmeric crop instead of sugar cane crop in Belgaum

district.

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